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Analysis of the Interactive Strategy of Microblog for Snack Food Enterprises

(Full Paper)

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ABSTRACT

With the development of economic conditions and consumption patterns, snack foods have become the first choice in people's daily diet and consumption, while the market scale is rising, snack foods have also gained high public opinion attention. The existing research results show that the micro-blog interaction effect will positively affect the sales performance, but there are few characterization studies on the effective micro-blog interaction strategy of the snack food enterprises. In this paper, the typical snack food enterprises as an example, mainly through the network crawler to collect micro-blog interactive contents, text analysis, and finally through ANOVA analysis to study the effect of different interaction strategies. The research finds that the strategy of micro-blog interaction of snack food enterprises is better. The characteristic research results of this paper possibly provide reference and enlightenment for the future research of micro-blog interaction strategy of snack food enterprises.

Keywords: Microblog; Snack food enterprises; Interaction strategy; ANOVA analysis.

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INTRODUCTION

Snack foods belong to the category of fast-moving consumer goods. They are foods that people eat during their leisure and rest. The main categories include: dried fruits, puffed foods, candy, and meat products. With the development of the economy and the improvement of consumption levels, snack foods are gradually becoming consumers' daily necessities, and have gained high public opinion concerns. In 2018, the scale of China's snack food industry reached 990 billion yuan. With the rapid spread of mobile Internet and the prosperity of e-commerce, sales of snack food online have also emerged. In 2018, the sales of China's snack food e-commerce market was 62.31 billion yuan, and it is expected to reach 96.4 billion yuan in 2020 (iiMedia Research, 2019). In 2017, the Central Document No. 1 issued by the Central Government of China formulated specific guidelines for supporting and strengthening the development of e-commerce for agricultural products (Ministry of Agriculture, 2017), further boosting the development of snack food e-commerce.

The rapid development of Web 3.0 technology has spawned a large number of Internet social media, affecting consumers' strong demand for interaction (Baumöl, Hollebeek et al., 2016), which has narrowed the distance between e-commerce and social media. Scholars have found through empirical analysis that social media will have a positive impact on sales (Kim & Kim, 2018), and brand equity (Kim, 2010; Eun-Ju Seo & Jin-Woo Park, 2018). According to the survey, 93% of social media users believe that companies should use social media in their business, while 85% believe that companies should interact with customers through social media sites (Michaelidou et al., 2011). Eun-Ju Seo & Jin-Woo Park (2018) found that consumers are more inclined to trust information on social media than on advertising. In China, Sina Weibo is increasingly integrated into people's daily lives as an important social communication platform. As of December 2018, Sina Weibo's monthly active users reached 462 million, of which the average number of daily active users reached 200 million (Sina Weibo's fourth quarter earnings report, 2018). Due to its interactive advantages, Micro-blog continues to attract more and more companies to register Micro-blog accounts to promote brands and products, retain old customers and attract new customers, and improve sales efficiency. Among them, Three squirrels and BESTORE have emerged as a group of excellent agricultural products e-commerce companies.

However, marketers often cannot use the company's Micro-blog content to form a good marketing interaction with consumers. There are few related researches on effective microblog interaction strategies for snack food companies. This paper takes a typical leisure food enterprise as an example, mainly collects microblog interactive content through web crawler, analyzes the text, and finally studies the effect difference of different interactive strategies through variance analysis, which is used by the snack food enterprise marketers in implementing the microblog interaction strategy.

LITERATURE REVIEW

Social media has changed the way people communicate (Meng, Zhang et al., 2016) and has become an increasingly popular marketing tool. microblog is a representative tool for social media, which affects marketing effectivenes, and it has always been a hot topic in academic discussion (Schultz, 2016). microblog interactive marketing has a significant positive impact on the company's brand reputation and marketing performance (Tayal & Komaragir, 2009).

The classification of interactive strategies mainly focuses on frequency, form, direction and content. Among them, classification according to content is the main classification standard of microblog interactive strategy. Based on content classification, scholars mainly study from the perspective of interaction style and influence strategy(Yan & Chang, 2013). According to the difference of interaction style, Sheth(1976) divides the interaction strategy into three types: task-oriented, interactive-oriented and self-oriented. Köhler et al.(2011) also proposes a similar classification based on the differences in interaction styles. It is believed that the types of interaction strategies mainly include social interaction and task-oriented interaction. Social interaction refers to the communication between the two parties mainly involves the information content of the social level. Task-oriented interaction is mainly embodied in specific business information, and it is pointed out that the two interaction strategies have a significant impact on consumer adaptability and corporate performance. Yan & Chang(2013) followed the classification criteria of scholars such as Köhler(2011) and further defined each type: the purpose of social interaction is to satisfy the emotional needs of consumers and to establish and enhance good social relations between the two parties. Task-oriented interaction is to enable consumers to quickly and easily understand the company and products, and to stimulate consumers and enterprises to create value together. Using grounded theory, the social interaction content is subdivided into three categories: general knowledge, professional knowledge and emotional communication; the task-oriented interactive content is subdivided into three categories: product interaction, corporate image interaction and co-creation activities, and confirms social interaction. The strategy has a positive effect on the consumer's emotional and relevance perception, and the task-oriented interactive strategy has a positive effect on the positive word-of-mouth communication of the enterprise. In view of the degree of academic recognition and the particularity of the research sample, this study refers to the classification criteria of microblog interactive content strategy based on the differences in microblog interaction styles between Köhler et al. (2011) and Yan & Chang (2013).

The effect of microblog interactive strategy is a direct criterion for measuring the effectiveness of microblog interactive strategy(Bi, Zhang & Zuo, 2013). Scholars mainly study the effect of microblog interactive marketing through repost number, number of comments and likes.[8]From the perspective of interactive strategy, the interactive effect of microblog content can analyze the impact of each interactive strategy on consumer differentiation, so as to help enterprises create more interactive scenarios and propose effective marketing strategies. In view of the actual needs and significance of the research, this paper based on the type of corporate microblog interactive content strategy, using the number of forwards, comments and points of praise directly related to the microblogging interaction strategy to evaluate the effectiveness of the interactive strategy.

RESEARCH METHODOLOGY

Research Sample

This article takes the official microblog of three leisure food companies in Sina Weibo as the research object, and the three companies are Three squirrels, Baicaowei, BESTORE. The three sample companies are ahead of other brands of the same type in terms of sales volume and brand awareness, and have a large number of fans in Sina Weibo. The company operates official microblog daily to maintain positive interaction with consumers. Therefore, in order to study the effectiveness of the microblog interactive strategy of the snack food company, Three squirrels, Baicaowei, and BESTORE are more representative.

This research mainly collects Sina Weibo data of sample enterprises through web crawlers. To ensure the stability of the experimental data and reduce the interference of extreme values, the microblog data is first cleaned. Using box plots in SPSS to eliminate likes, comments, or forward an excessive number of microblogs, and eliminate duplicates or incomplete microblog samples. Finally, after the data was cleaned, 33,195 effective microblogs were obtained from three sample companies, including 10147 for Three squirrels, 8918 for Baicaowei, and 14,130 for BESTORE. Subsequent data processing will use 33,195 microblogs after data cleaning as research samples.

Research Design

This study mainly uses content analysis and analysis of variance for sample data to study the relationship between the interactive strategy of snack food microblogging and the effectiveness of consumer interaction. Content analysis is a scientific research method that combines objective, systematic and qualitative and quantitative information that can be exchanged. In this study, the machine language learning classifier was used to quantify the microblog content of the snack food enterprise, and then the variance research was analyzed.

It should be emphasized that the core research part is to make a classifier for machine language learning through python3.7, and use 480 pieces of microblog data classified by manual coding as a training set. The specific coding rules are based on the analysis framework of the enterprise microblog interactive content strategy type. In this paper, the content of the enterprise microblog is extracted and quantified, respectively, “1 = general knowledge”, “2 = emotional communication”, “3 = product interaction ", 4 = corporate image interaction" and "5 = cocreation activities", and enter the number of repost and number of comments of the enterprise's microblog content. After many tests, 33,195 effective microblogs were processed in machine language to realize the classification of microblog interactive strategies. The test showed that the effective classification of classifiers was up to 83.78%.

DATA ANALYSIS AND RESULTS

Descriptive Statistics

There are significant differences in the implementation of microblog interactive content strategies among the three leisure food companies. Through the classification and summary statistics of the social interaction strategy and task-oriented interaction strategy in the sample enterprise microblog, the general situation of the enterprise microblog in implementing the interactive content strategy is shown in Table 1:

Table 1: Implementation of microblog Interactive Strategy for Leisure Food Enterprises

Microblog interaction strategy types		**Three squirrels**		**Baicaowei**		**BESTORE**	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Sociality	General knowledge	3040	29.96%	1834	20.57%	5493	38.87%
	Emotional communication	146	1.44%	397	4.45%	885	6.26%
Task-oriented	Product interaction	388	3.82%	3697	41.46%	1419	10.04%
	Corporate image interaction	433	4.27%	681	7.64%	783	5.54%
	Cocreation activities	6140	60.51%	2309	25.89%	5550	39.28%
Total		10147	100%	8918	100%	14130	100%

According to Table X, Three squirrels's microblog content interaction strategy is mainly based on task-oriented cocreation activities, accounting for more than 60% of the number of historical effective microblogs; while the social interaction strategy accounts for only 1.44% of emotional communication. Compared with Three squirrels, Baicaowei's strategy is based on task-oriented, but cocreation activities only account for 25.89%, and the most used strategy is product interaction, reaching 41.46%. In the implementation of BESTORE microblog content interaction strategy, the general knowledge category of social strategy category accounted for 38.87%, which is close to the correlation activity of 39.28% of task-oriented strategy. It can be seen that the three representative sample companies also have different focuses on the interactive strategy of microblog content.

From the descriptive statistics of the number of reposts, number of comments and number of likes of the three companies (Table 2, Table 3, Table 4), from the descriptive statistics, The average number of forwarding numbers, comments, and likes in the corporate microblog social strategy of the three squirrels is relatively close. The number of co-creation activities, the number of comments, and the number of likes in the task-oriented strategy are the highest. The average number of repost and number of likes of the general knowledge of Baicaowei's corporate microblogging social strategy is 63.65 and 95.26 respectively. In the task-oriented strategy, the number of co-creation activities, the number of comments, and the number of likes are the highest. The mean value of the variables in BESTORE's corporate microblog social strategy is relatively close. In the task-oriented strategy, the number of comments of the comparison activities is the highest, reaching 44.9. It can be seen that consumers are more inclined to task-oriented interactive behavior. In social strategies, consumers' preference for general knowledge and emotional communication is less.

Table 2: Descriptive statistics for Three squirrels

Variable	**Statistical indicators**	**Sociality**		**Task-oriented**		
		General knowledge	**Emotional communication**	**Product interaction**	**Corporate image interaction**	**Cocreation activities**
Repost	Mean	20.61	30.25	19.38	25.53	123.39
	Standard deviation	198.634	206.551	76.779	143.12	533.011
	N	3040	146	388	433	6140
Comment	Mean	50.77	41.95	39.12	53.54	118.61
	Standard deviation	151.319	71.004	111.223	192.691	325.2
	N	3040	146	388	433	6140
Likes	Mean	106.16	106.51	69.1	105.69	121.22
	Standard deviation	231.655	303.846	122.38	266.155	260.3
	N	3040	146	388	433	6140

Table 3: Descriptive statistics of Baicaowei

Variable	**Statistical**	**Sociality**	**Task-oriented**

	indicators	General knowledge	Emotional communication	Product interaction	Corporate image interaction	Cocreation activities
Repost	Mean	63.65	19.31	81	41.72	132.19
	Standard deviation	400.784	66.085	442.111	258.267	456.699
	N	1834	397	3697	681	2309
Comment	Mean	35.84	41.91	42.28	32.86	96.55
	Standard deviation	98.179	57.281	161.441	183.498	266.201
	N	1834	397	3697	681	2309
Likes	Mean	95.26	63.13	77.1	56.02	97.03
	Standard deviation	309.205	139.429	271.465	243.125	281.887
	N	1834	397	3697	681	2309

Table 4: Descriptive statistics for BESTORE

Variable	Statistical indicators	Sociality		Task-oriented		
		General knowledge	Emotional communication	Product interaction	Corporate image interaction	Cocreation activities
Repost	Mean	7.31	5.04	32.25	1.73	33.39
	Standard deviation	88.782	26.716	388.657	15.869	213.084
	N	5493	885	1419	783	5550
Comment	Mean	14.26	14.58	20.06	15.32	44.9
	Standard deviation	27.058	26.635	74.507	48.797	158.879
	N	5493	885	1419	783	5550
Likes	Mean	13.63	10	18.25	8.64	21.07
	Standard deviation	33.76	10.654	139.058	12.781	115.562
	N	5493	885	1419	783	5550

Analysis Of Variance

This study used one-way ANOVA to try to explore the effect difference between the number of praises, the number of reposts and the number of comments generated by the enterprise microblog interaction strategy of various products. Before the one-way analysis of variance, the homogeneity test of variance is required. Through the test of the homogeneity of variance at different levels, the specific results are shown in Table 5:

Table 5: Variance Homogeneity Test Results

Sample company	Dependent Variable	Levene	df1	df2	Sig.	Whether the Homogeneity
Three squirrels	repost	111.061	4	10142	0	No
	comment	103.138	4	10142	0	No
	likes	17.533	4	10142	0	No
Baicaowei	repost	33.629	4	8913	0	No
	comment	97.35	4	8913	0	No
	likes	12.985	4	8913	0	No
BESTORE	repost	61.375	4	14125	0	No
	comment	129.73	4	14125	0	No
	likes	21.335	4	14125	0	No

It can be seen from the test results that the three-squirrels enterprise microblog interaction strategy content produces repost Levene statistic=111.061, P<0.05; comments Levene statistic = 103.138, P<0.05; likes Levene statistic=17.533, P < 0.05. Baicaowei's corporate microblogging interactive strategy content generated repost Levene statistic = 33.629, P < 0.05; comments Levene statistic = 97.35, P < 0.05; likes Levene statistic = 12.985, P < 0.05. BESTORE's corporate microblogging interactive strategy content generated repost Levene statistic = 61.375, P < 0.05; comments Levene statistic = 129.73, P < 0.05; likes Levene statistic = 21.335, P < 0.05. Therefore, it is considered that there are significant differences in the microblog data of the three companies at different levels, which violates the assumption of homogeneity of variance.

Through the one-way analysis of variance of the three companies, the specific analysis results are shown in Table 6, Table 7, and Table 8.

Table 6: ANOVA test results (Three squirrels)

Dependent Variable		Statistics index	df	Mean Square	F	sig.
Repost	Between Groups	25258776.77	4	6314694.192	34.042	0
	Within Groups	1881315845	10142	185497.52		
	Total	1906574621	10146			
Comment	Between Groups	11601940.32	4	2900485.081	39.732	0
	Within Groups	740372970.4	10142	73000.687		
	Total	751974910.7	10146			
Likes	Between Groups	1327049.971	4	331762.493	5.351	0
	Within Groups	628825625	10142	62002.132		
	Total	630152675	10146			

Table 7: ANOVA test results (Baicaowei)

Dependent Variable		Statistics index	df	Mean Square	F	sig.
Repost	Between Groups	9025149.735	4	2256287.434	13.014	0
	Within Groups	1545334181	8913	173379.803		
	Total	1554359331	8917			
Comment	Between Groups	5654056.143	4	1413514.036	41.753	0
	Within Groups	301745713.4	8913	33854.562		
	Total	307399769.5	8917			
Likes	Between Groups	1505715.182	4	376428.796	4.942	0.001
	Within Groups	678907106.3	8913	76170.437		
	Total	680412821.5	8917			

Table 8: ANOVA test results (BESTORE)

Dependent Variable		Statistics index	df	Mean Square	F	sig.
Repost	Between Groups	2548955.141	4	637238.785	17.64	0
	Within Groups	510264233	14125	36124.901		
	Total	512813188.1	14129			
Comment	Between Groups	2980456.859	4	745114.215	68.142	0
	Within Groups	154452422.7	14125	10934.685		
	Total	157432879.6	14129			
Likes	Between Groups	251117.438	4	62779.36	8.21	0
	Within Groups	108012515.4	14125	7646.904		
	Total	108263632.8	14129			

Through the ANOVA results, it can be seen that Three squirrels's enterprise microblog content interaction strategy generated the number of forwarding was F=34.042, P<0.05; the number of comments was F=39.732, P<0.05; the number of points was F=5.351, P<0.05. And it can be seen that Baicaowei's enterprise microblog content interaction strategy generated the number of forwarding was F=13.014, P<0.05; the number of comments was F=41.753, P<0.05; the number of points was F=4.942, P<0.05. And it can be known that Baicaowei's enterprise microblog content interaction strategy generated the number of forwarding was F=17.64,, P＜0.05; the number of comments was F=68.142, P<0.05; the number of points was F=8.21, P<0.05.

It can be seen from the results that there are significant differences in the number of reposts, comments, and likes of the three microblog interactive content strategies at different levels, which requires further multiple comparisons, but at different levels. The data violated the homogeneity hypothesis of variance, so this study used four different comparative statistical methods: Tamhane test, Dunnett T3 test, Games-Howell test and Dunnett C test without assumption of homogeneity of variance.

The conclusions of the four sample tests by different sample companies are consistent. The Tamhane test results of three squirrels are shown in Table 9:

Table 9: Tamhane test results (Three squirrels)

Dependent Variable	tactics (I)	tactics (J)	Average difference (I-J)	Standard error	Sig.	95% Confidence interval	
						Lower	Upper
Repost	1	2	-9.637	17.47	1	-59.24	39.96
		3	1.228	5.308	1	-13.66	16.11
		4	-4.922	7.764	0.999	-26.73	16.88
		5	-102.785*	7.697	0	-124.34	-81.23
	2	1	9.637	17.47	1	-39.96	59.24
		3	10.865	17.533	1	-38.91	60.64
		4	4.715	18.426	1	-47.46	56.9
		5	-93.148*	18.398	0	-145.25	-41.05
	3	1	-1.228	5.308	1	-16.11	13.66
		2	-10.865	17.533	1	-60.64	38.91
		4	-6.15	7.906	0.997	-28.36	16.06
		5	-104.013*	7.84	0	-125.97	-82.05
	4	1	4.922	7.764	0.999	-16.88	26.73
		2	-4.715	18.426	1	-56.9	47.46
		3	6.15	7.906	0.997	-16.06	28.36
		5	-97.863*	9.673	0	-124.98	-70.74
	5	1	102.785*	7.697	0	81.23	124.34
		2	93.148*	18.398	0	41.05	145.25
		3	104.013*	7.84	0	82.05	125.97
		4	97.863*	9.673	0	70.74	124.98
Comment	1	2	8.816	6.486	0.855	-9.53	27.16
		3	11.649	6.278	0.484	-5.99	29.29
		4	-2.77	9.658	1	-29.93	24.39
		5	-67.839*	4.976	0	-81.77	-53.91
	2	1	-8.816	6.486	0.855	-27.16	9.53
		3	2.833	8.149	1	-20.11	25.77
		4	-11.586	10.967	0.968	-42.41	19.24
		5	-76.654*	7.194	0	-96.93	-56.38
	3	1	-11.649	6.278	0.484	-29.29	5.99
		2	-2.833	8.149	1	-25.77	20.11
		4	-14.42	10.846	0.869	-44.88	16.04
		5	-79.488*	7.008	0	-99.15	-59.82
	4	1	2.77	9.658	1	-24.39	29.93
		2	11.586	10.967	0.968	-19.24	42.41
		3	14.42	10.846	0.869	-16.04	44.88
		5	-65.068*	10.148	0	-93.58	-36.56
	5	1	67.839*	4.976	0	53.91	81.77
		2	76.654*	7.194	0	56.38	96.93
		3	79.488*	7.008	0	59.82	99.15
		4	65.068*	10.148	0	36.56	93.58
Likes	1	2	-0.357	25.495	1	-72.78	72.06
		3	37.061*	7.5	0	16.01	58.12
		4	0.47	13.463	1	-37.38	38.32
		5	-15.061*	5.356	0.048	-30.06	-0.06
	2	1	0.357	25.495	1	-72.06	72.78
		3	37.418	25.903	0.804	-36.09	110.93

	4	0.828	28.213	1	-78.94	80.6
	5	-14.703	25.365	1	-86.78	57.37
3	1	-37.061*	7.5	0	-58.12	-16.01
	2	-37.418	25.903	0.804	-110.93	36.09
	4	-36.591	14.22	0.098	-76.54	3.36
	5	-52.122*	7.045	0	-71.91	-32.33
4	1	-0.47	13.463	1	-38.32	37.38
	2	-0.828	28.213	1	-80.6	78.94
	3	36.591	14.22	0.098	-3.36	76.54
	5	-15.531	13.215	0.936	-52.69	21.63
5	1	15.061*	5.356	0.048	0.06	30.06
	2	14.703	25.365	1	-57.37	86.78
	3	52.122*	7.045	0	32.33	71.91
	4	15.531	13.215	0.936	-21.63	52.69

* The significance level of the mean difference is 0.05.

At the level of significance of 0.05, on the one hand, the three squirrels enterprise microblog content interaction strategy number of repost, general knowledge (20.61), emotional communication (30.25), product interaction (19.38), corporate image interaction (25.53) and respectively P<0.05 for cocreation activities (123.39), with significant differences; On the other hand, under number of comments, general knowledge (50.77), emotional communication (41.95), product interaction (39.12), and corporate image interaction (53.54) were significantly different from those of cocreation activities (118.61), P<0.05; Finally, under number of likes, there was a significant difference between P < 0.05 for general knowledge (106.16) and product interaction (69.1), cocreation activities (121.22), P<0.05 for product interaction (69.1) and cocreation activities (121.22).

The same method tests the effectiveness of Baicaowei and BESTORE's microblog interaction. Under the number of repost of Baicaowei enterprise microblog content interaction strategy, general knowledge and emotional communication, cocreation activities were P<0.05, significantly; emotional communication and general knowledge, product interaction, and cocreation activities were P<0.05, significantly; product interaction and significant communication, corporate image interaction, and cocreation activities were P<0.05, significantly; corporate image interaction and product interaction, cocreation activities P <0.05, significant. Under number of comments, cocreation activities and general knowledge, emotional communication, product interaction, and corporate image interaction were P<0.05, which was significant. Under number of likes, general knowledge and emotional communication, corporate image interaction were P <0.05, significantly; emotional communication and general knowledge, cocreation activities were P <0.05, significantly; corporate image interaction and general knowledge, cocreation activities were P <0.05, significantly.

Under the number of repost of BESTORE enterprise microblog content interaction strategy, corporate image interaction and general knowledge, emotional communication, product interaction, and cocreation activities were P<0.05, which was significant; the cocreation activities and the general knowledge, emotional communication, and corporate image interaction were P<0.05, which was significant. Under number of comments, general knowledge and product interaction, cocreation activities were P <0.05, significantly; it is worth noting that cocreation activities and other strategies are significant. Under number of likes, general knowledge and corporate image interaction, correlation activities were P<0.05, significantly; product interaction and general knowledge, coordination activities were P<0.05, significantly; corporate image interaction and general knowledge, cocreation activities were P <0.05, significantly.

The results show that there are differences in the effects of the spread of microblog content interaction strategies among the three leisure food companies. Companies need to pay attention to the differences in interaction effects under different strategies. It can be seen from the above results that cocreation activities generally have good interaction effects in enterprise microblogs, which means that enterprises have important significance in the application of task-oriented strategies.

CONCLUSION AND RECOMMENDATION

Research Conclusions

This paper studies the effects of microblog interactive content strategy of three representative leisure food enterprises. Through the statistical analysis of the research samples, the following specific conclusions can be obtained: First, there are differences in the types of microblog interactive content strategies among the three leisure food companies. From the research data, the three companies often adopt task-oriented strategies. When adopting microblog interactive content strategy, enterprises potentially enhance consumer attention and interaction through more product interaction and joint creation activities. Second, the study found that cocreation activities and other interaction strategies are often more significant in number of reposts, number of comments, and number of likes. Therefore, companies should give priority to the use of cocreation activities in order to achieve good interaction. The general knowledge in social strategies can also achieve better results. This may be because general knowledge conveys non-product information to users and enhances consumers' interest in understanding products. Third, as an Internet leisure food enterprise, the rational use of the interactive strategy of enterprise microblogging is

likely to have an impact on consumers directly. Enterprises should pay more attention to the microblog interaction strategy.

Limitation And Future Work

The main limitation of this paper is that only three representative e-commerce and leisure food enterprises have been collected. Four kinds of post-multiple test methods are used to obtain consistent experimental data and explore the differences of interactive content strategies. In order to make the research results more precise and more practical, the future research can be based on more sample companies and research on enterprise microblogs from more perspectives, and then, the microblog operation of the e-commerce enterprise is more efficient.

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